



Ricardo Barretto Ferreira da Silva

Barretto Ferreira, Kujawski, Brancher e Gonçalves
Senior Partner

Confident, dedicated and on a constant quest for innovation are just a few of the terms one could use to describe Ricardo Barretto Ferreira da Silva. A lawyer respected for staying ahead of the times, Ferreira da Silva has developed an astute awareness of cultural and technological changes, and has led his firm from strength to strength.

He has closely followed the evolution of Information Technology Law and Communication Law in Brazil since they were introduced in the 1980s, acquiring a vast expertise in these somewhat new legal fields in Brazil.

Over the past 25 years he has built a reputation in these fields which has brought him international recognition. His achievements are based on the experience he gained in his first ten years of practice in Taxation Law and Company Law, which ensured that he was able to develop his expertise and career from a solid legal foundation.

In the search for a more modern approach to the practice and management of law, he withdrew from his old practice of 29 years, proving that challenges do not scare him. Consequently in 2004 he formed a new partnership with Fabio Kujawski, Paulo Brancher and Eduardo Gonçalves to create Barretto Ferreira, Kujawski, Brancher e Gonçalves – Sociedade de Advogados.

When not in charge of his legal team, he can often be found taking part in national and international legal events or presiding and supervising several law associations.

Languages

Portuguese, English, French and Spanish

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CURRENT ROLE

In search of change

Opposing views on the legal profession motivated Ferreira da Silva to separate from the firm Carvalho de Freitas and Ferreira Lawyers Associates, of which he was one of the founding partners. He created a new firm – Barretto Ferreira, Kujawski, Brancher e Gonçalves – in September 2004.

A modern structure was created in the new office, and a management guide designed and implemented based on the ISO 9001 standard, which resulted in the firm receiving an award on their first year anniversary in September 2005.

Ferreira da Silva did not stop there – he produced an internal retention policy for the firm's younger talent, designed to provide them with the encouragement they need to achieve their future career goals. "Today, life moves faster when you are aiming to reach a higher level in your career. A 30-year-old qualified lawyer is much more impatient than I was when I was 34 years old," he says.

Today at BKBG their open policy, which clearly seeks to promote growth, allows other professionals outside the office to adopt their new talent retention approach to help nurture a new generation of lawyers.

Be organised

To Ferreira da Silva having an active role in the office administration is not as infuriating as many other professionals might think – on the contrary, he even claims his ability to stay on top of admin is a gift. He really enjoys this part of his work, which currently takes almost 40% of his time, leaving the other 60% for his legal practice. He says, "I am not able to rest if I am not directly involved in the organisational and administrative aspects of the office."

Ferreira da Silva also has an extensive record of active participation in professional associations, such as the AMCHAM (the American Chamber of Commerce in São Paulo, Brazil), the Brazilian Information and Communication Technology (ICT) Association (www.abdi.com.br), the Computer Law Association, Inc. (CLA) (today, www.ltechlaw.org) of Washington, D.C., the ABA (American Bar Association), the IBA (International Bar Association) and Câmara-e.net (the Brazilian Chamber of Electronic Commerce), besides being a member of several other legal organisations.

EXPERTISE AND EXPERIENCE

Ferreira da Silva's career changed considerably during the Telebrás System privatisation in 1999. Whilst working for Carvalho de Freitas and Ferreira, he led a team of lawyers in the sale of Embratel (a Brazilian communications company) to MCI Communications in a US\$ 2.65 billion transaction. Due to the complexity of the acquisition process, knowledge of IT and Regulations Law would have been insufficient. It was his experience of Taxation and Company Law that allowed Ferreira da Silva to plan a transaction of such magnitude.

Ferreira da Silva's growing reputation internationally is due to his participation in two organisations: the Computer Law Association (CLA – www.ltechlaw.org) and the Brazilian Association of Information and Communication Science (ABDI). At the CLA he is a regular attendant for the past 15 years and he was the first lawyer outside the United States and non-Canadian or English to get the Vice-Presidency of the organisation, based in Washington, D.C. Today, he is still a member of their Board of Directors. In Brazil, in the early

1980s, he, along with a group of lawyers interested in following the development of software legislation in Brazil, helped to establish ABDI.

When he left his previous firm, Ferreira da Silva took with him to BKBG the teams he had formed in the Information and Communications department, which broadened the practice areas within the firm. The 37 professionals, including three trainees, also work with companies from other sectors such as manufacturing, food, chemical industry, paper and cellulose, electronic equipment industry and banking. Among BKBG clients are Embratel, MCI (recently acquired for Verizon), Microsoft, Verisign, Anatel, Sanofi, Aventis, Paramount Lansul, Nera, Ferrero, Red Bull, Nokia, Sony-Ericsson, Ericsson, Philips, Bank of China and BancoMex, to name but a few.

Working beyond the law

Ferreira da Silva enjoys supervising his second company, Nelore Mocho P.O. (www.nelstar.com.br) – which is a huge contrast to being a lawyer, to say the least. Nelstar is a farm that develops the techniques of genetic improvement on cattle – which he manages from his office in São Paulo through webcams on the Internet. He likes to maintain his old client relationships, which is clearly reflected in the natural migration of his customers to BKBG. He also strives to maintain the harmony in his family – he is happily married to Renée, his second wife, who he credits as being the motivation behind his success.

MANAGEMENT STYLE

"I usually say that I am like New York City, I never sleep, meaning I am always available and connected, and it doesn't feel like torture," says Ferreira da Silva. Known to most as a perfectionist and very organised professionally, he searches for the same characteristics in the people that work with him. For Ricardo, a person who is organised is likely to be more effi-

Work, work and more work

Self-confidence is another major characteristic of Ferreira da Silva, who prefers to be surrounded by highly qualified professionals. He is aware of his successful career to date, but explains that it was not easy and that he worked very hard. More importantly, being at this level does not mean stagnation. Ferreira da Silva often quotes one of the main experts on Brazilian law, Jose Martins Pinheiro

It is fair to say that he is not superfluous and he has never traveled abroad only for tourism, he is always on the lookout for an event to attend in his free time, thus combining work and pleasure. The same goes for his two children, Maura, who is a lawyer with a LL.M from the Fordham Law School of New York, and Marcos, a company manager, graduated from the FGV in São Paulo.

"To help us achieve our objectives of professional excellence, I want to manage the firm and practice law taking full advantage of the latest technology available"

cient and responsive than someone who is perhaps more intelligent but disorganised.

At BKBG everything is well documented in their management manual, which details how things should be done, from preparing a conference room to providing a complete legal service. You can find Ferreira da Silva walking in the office and picking up something from the floor or putting a misplaced folder in its correct place. He has a very specific routine – he arrives between 07:30 and 08:00 at BKBG, leaving only after 22:00, though he tries at least three times per week to have lunch at home. He is permanently connected to the Internet – via broadband and wireless – not only at BKBG, but also in his beach house, his farm and at all the hotels he visits. His office is managed via his notebook, which goes everywhere he goes.

Neto, who, when asked of his secret formula for success, said: "work, work and more work." Ferreira da Silva has adopted this as his mantra, but he also goes on to acknowledge the presence of a mystical element: "One must be in the right place, at the right time and be the right person, besides having luck on one's side." He was always an eager contributor to national and international events in his practice areas, and clearly understands how valuable having a wide network of contacts has been in his professional growth. "Networking is very important," he says.

BIOGRAPHICAL DATA

Date of Birth	28 July 1949
Education	University of São Paulo School of Law; Institute of World Affairs, Connecticut, U.S.A. (1973); University of North Dakota, U.S.A. (Graduate Research Work in Taxation and Corporate Law, 1974–1975)
Admitted	1973, Brazil
Employment	2004–Present, Senior and Managing Partner, Barretto Ferreira, Kujawski, Brancher e Gonçalves Sociedade de Advogados
Memberships	Brazilian Bar Association; São Paulo Lawyers Association; São Paulo Lawyers Institute; Inter-American Bar Association; Vice-Chair of the Inter-American Law Committee of the Comparative Law Division of the ABA, Washington, D.C., USA, 2001–2004; Brazilian Institute of Tax Law; Computer Law Association CLA, Washington D.C.; Member of Board of Directors of CLA, 1995–2001 and 2003–2007; Secretary/Treasurer of CLA, 2001–2002; Vice President of CLA 2002–2003; Member of the Nominating Committee of CLA, 2003–2004; Chairman of the CLA Membership Sub-Committee for Latin America 1995/1998; Chairman of the South America Sub-committee of CLA, 2004–2006; Co-Chair of the 2001 Annual Meeting of CLA, held in Washington D.C., USA, on May 2–3, 2001; Member of the Editorial Board for International Technology Law Review (ITLR), in London, UK; Member of the Editorial Board of the e-journal – UK Legal Journal on E-Commerce; IBA – International Bar Association – Business Law Section – Chairman of Information Technology Transactions Subcommittee of Committee R of IBA, 2000–2002; Web-site Coordinator (Officer) for the Intellectual Property, Communications and Technology Committee of the IBA; Executive Vice President of the Brazilian Computer and Telecommunication Law Association (ABDI) for 1989–1994 and President of ABDI for the years 1995–1998; Representative of ABDI in the Board of Directors of the IFCLA (International Federation of Computer Law Associations), with head office in Europe; Member of the Advisory Council of ABDI, 2000–2006; FCBA (Federal Communications Bar Association), Washington, D.C.; Brazilian Association of Intellectual Property (ABPI); LES (Licensing Executive Society); Chairman of the Brazilian Law Sub-Committee of the American Bar Association (1996–1997); Chairman of the Legislation Committee of the American Chamber of Commerce for Brazil, São Paulo (1991–1992); Legal Counsel of the American Chamber of Commerce for Brazil, 1992–1994 and Director of the same Chamber 1992–1996; Chairman of the International Affairs Committee of the Brazilian Electronic Commerce Chamber (Câmara-e.net) (2002–2005); Head of the Câmara-e.net mission in the Brazilian Government delegation for the meeting of the Joint Government and Private Sector Committee of Experts in Electronic Commerce, held in Panama City in February 2002; Head of the Câmara-e.net mission in the Brazilian Government delegation for the Mercosur meetings – Sub Task-force 13 (electronic commerce), held in Buenos Aires, Assunción, Montevideo and Brasilia from March 2002 up to the present day; Coordinator, on behalf of Câmara-e.net, of the discussions for the preparation of a Brazilian private sector document for the Latin American and Caribbean Preparatory Regional Ministerial Conference, the preliminary meeting to the World Summit on the Information Society – WSIS (2003), organized by the United Nations Organization (UNO); President of the Rotary Club São Paulo-Perdizes (1985–1986); Chairman of the Rotary International Youth Exchange Program for District 461, in São Paulo, Brazil (1987–1991); President of the Brazilian Chamber of Electronic Commerce – Câmara-e.net (1995); Member of the Board of Directors of the American Chamber of Commerce for Brazil (1992–1996)
Articles	Editor and co-author, “Computer Law in Latin America,” book published by the Computer Law Association, Inc., Washington, D.C., USA, January, 1998. Co-Editor of the book “Doing Business in Brazil,” published by American Bar Association, USA, January 2002; Co-author, “Comments on the Corporation Law,” 1999